

BROADBAND EXPANSION GRANT APPLICATION

For Fiscal Year 2022

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| <p>Primary Applicant (Name and Address):</p> <p>Whitewater Wideband LLC d/b/a Edge Broadband 10 W Evergreen Pkwy Suite 6 Elkhorn WI 53121</p> | <p>Applications MUST be UPLOADED to ERF via the Commission's website, http://psc.wi.gov/apps35/ERF_upload/content/mymenu.aspx. Refer to section 2.3 for detailed instructions.</p> <p>Applications are due and MUST be uploaded to ERF no later than: March 17, 2022 at 4:00pm (16:00) Central Time. Late applications will not be accepted.</p> |
| | <p>Contact for further information: PSCStatebroadbandoffice@wisconsin.gov</p> |
| | <p>Date: December 1, 2021</p> |
| <p>The Public Service Commission of Wisconsin is seeking applications for Broadband Expansion Grants. The Commission may award one or more grants during Fiscal Year 2022 to public and private entities that meet the eligibility requirements set forth in Wis. Stat. § 196.504. This grant round will be funded with bond proceeds authorized by the Wisconsin Building Commission pursuant to Wis. Stat. § 13.48(30). As such, successful applicants are subject to the requirements of Wis. Stat. § 13.48(30). Successful applicants will demonstrate a clear and achievable plan to improve broadband communications services in one or more underserved areas in the State.</p> | |
| <p>Applicant Certification: In signing this application, the undersigned verifies under penalty of perjury that the Applicant and its employees and agents have not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise taken any action in restraint of free competition with respect to this application; that no attempt has been made to induce any other person or firm to submit or not to submit an application; that this application has been independently arrived at without collusion with any other proposer, competitor or potential competitor; that this application has not been knowingly disclosed prior to the opening of applications to any other applicant or competitor; that all of the responses and representations of Applicant in this application are true and correct to the best of the undersigned's knowledge, information, and belief; and that Applicant agrees to, accepts, and will comply with all of the terms and conditions respecting this application and any award of a broadband expansion grant as may be established in a grant award Agreement.</p> | |
| <p>Name of Authorized Representative (Type or Print)</p> <p>Brian Madl</p> | <p>Title</p> <p>President</p> |
| <p>Phone (262)458-4220</p> | |
| <p>Signature of Authorized Representative</p> <p><i>Brian Madl</i></p> | <p>Date 3/14/2022</p> |

SUMMARY OF GRANT APPLICATION

| | |
|---|--|
| Primary Applicant Name Whitewater Wideband LLC d/b/a Edge Broadband | Amount of Broadband Grant Request (round to nearest dollar) \$1,413,372 |
| Federal Employer Identification No. 46-4398311 | Amount of Matching Funds Pledged (round to nearest dollar) \$2,624,833.00 |
| Contact Name and Title Brian Madl CEO | Total Cost of Proposed Project (round to nearest dollar) \$4,038,205.00 |
| Telephone Number 262-458-4220 | Project Name Rural Elkhorn and East Troy |
| E-mail Address(es) brian@edgebroadband.com | Type of Proposed Broadband Service (FTTH, Cable, DSL, etc.) FTTH |
| Grant Manager, if different than Primary Applicant | Type of Proposed Project (Last-mile, Middle-Mile, backbone, other) Last Mile |
| Grant Manager Contact Name | Grant Manager Email Address and Telephone Number |
| If the application proposes a public-private partnership, list the names, addresses, and FEINs of the partner companies or organizations Walworth County: Mark Luberta, County Administrator, 100 W Walworth St, Elkhorn WI 53121. FEIN:39-6005752 | |
| Brief Project Description (2 sentences) This project will extend Edge Broadbands existing fiber past 1451 homes and 150 business locations, approximately 117 miles to reach rural locations outside the City of Elkhorn and City of East Troy with a GPON FTTP plant offering symmetrical speeds up to 1,000Mbps, many of which are currently unserved and underserved. | |
| Maximum Proposed Download Transmission Speed 1000 | Maximum Proposed Upload Transmission Speed 1000 |

| | |
|---|---|
| Minimum Proposed Download Speed to Customer Location 50 | Minimum Proposed Upload Transmission Speed to Customer Location 10 |
| County or Counties served by this project Walworth | Community or Communities served by this project Townships of LaGrange, LaFayette Troy and East Troy in rural Elkhorn and East Troy, Walworth County |
| List of the broadband service providers, if any, currently serving the area the applicant proposes to serve CenturyLink, TDS(wireline) Edge Broadband, GenevaOnline (fixed wireless) | |
| Does proposed project serve an <u>unserved</u> area of the State, as defined in Section 1.4 of the application instruction? (yes/no) YES | Is the Applicant certified as a Broadband Forward! Community or Telecommuter Forward! Community, or does the grant project propose to serve a Broadband Forward! Community or Telecommuter Forward! Community? (yes/no) YES |
| For last mile projects or component the expected number of Business Locations that will have access to the improved broadband service (i.e., total business locations passed or with new service access). 150 | For last mile projects or components the expected number of Residential Locations that will have access to the improved broadband service (i.e., total residential locations passed or with new service access). 1,451 |
| Of the improved business locations, how many locations are <i>unserved</i> ? 47 | Of the improved residential locations, how many are <i>unserved</i> ? 431 |
| For providers that are eligible telecommunications carriers will the proposed broadband service be available to Lifeline customers? YES | Are there any programs available for low-income households to access low-cost service or discounts? YES |
| Is the internet service provider currently participating in the Emergency Broadband Benefit Program? YES | Is the internet service provider currently participating in the Department of Public Instruction and CESA purchasing's Digital Learning Bridge? NO |
| Did the internet service provider participate in the Public Service Commission's voluntary Broadband Coverage Data Collection in 2021? YES | |

FY22 Broadband Expansion Grant Application

Budget & Income Summary



Please complete this form using Microsoft Excel. A PDF copy must be attached to your application as page four. In addition, this form must also be uploaded to ERF in Excel format.

Grant Summary

| | |
|------------------|-----------------------------|
| Grant Applicant: | Project: |
| Edge Broadband | Rural Elkhorn and East Troy |

Budget

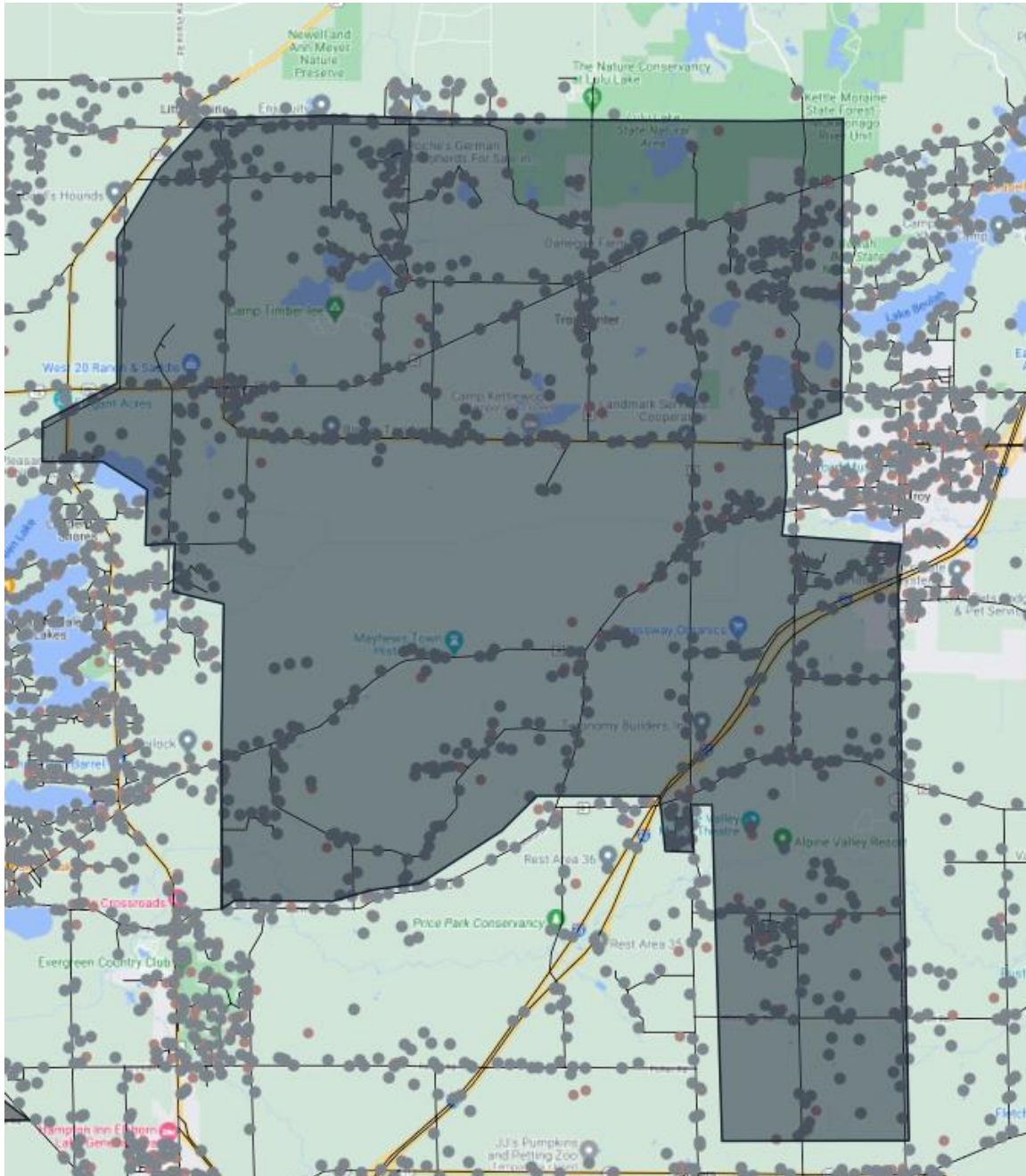
| Line: | Description / Category: | Grant Funds: | Match: | Total: |
|--------|------------------------------|-----------------------|-----------------|-----------------|
| 1 | Contractual, Consultant Fees | \$ 1,120,733.00 | \$ 2,081,361.00 | \$ 3,202,094.00 |
| 2 | Equipment | | | \$ - |
| 3 | Supplies | \$ 292,639.00 | \$ 543,472.00 | \$ 836,111.00 |
| 4 | Labor (Salary, Fringe) | | | \$ - |
| 5 | Permitting, Licensing Fees | | | \$ - |
| 6 | Travel | | | \$ - |
| 7 | Other | | | \$ - |
| Total: | | \$ 1,413,372.00 | \$ 2,624,833.00 | \$ 4,038,205.00 |
| | | 65.0% match requested | | |

Pledged Contributions

| #: | Entity: | Entity Type: | Pledge Type: | Pledge: |
|--------|----------------|--------------|--------------|-----------------|
| 1 | Edge Broadband | Applicant | Cash | \$ 2,624,833.00 |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |
| 5 | | | | |
| 6 | | | | |
| 7 | | | | |
| 8 | | | | |
| 9 | | | | |
| 10 | | | | |
| Total: | | | | \$ 2,624,833.00 |

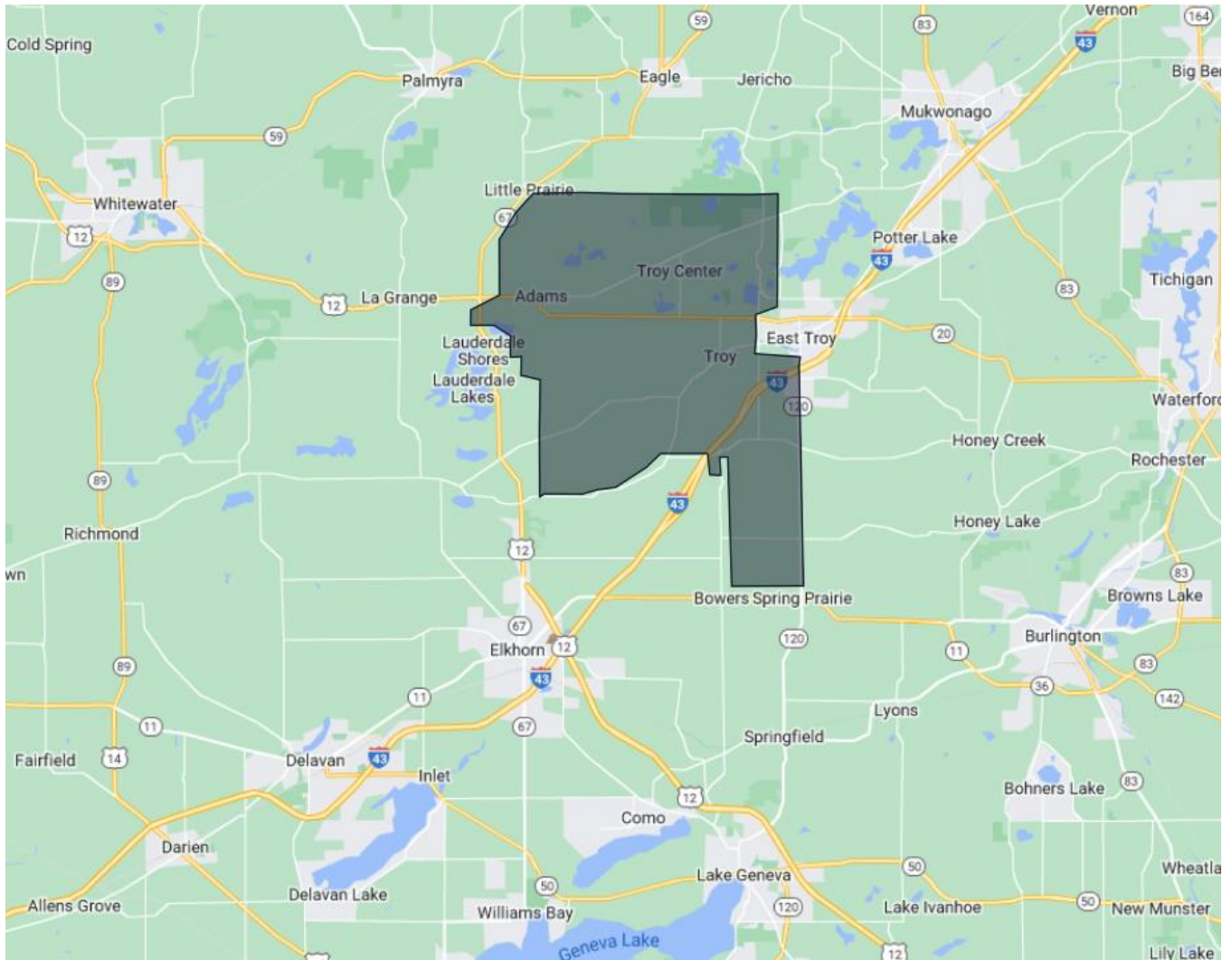
Project Map - Detailed View

Proposed Rural Elkhorn and East Troy



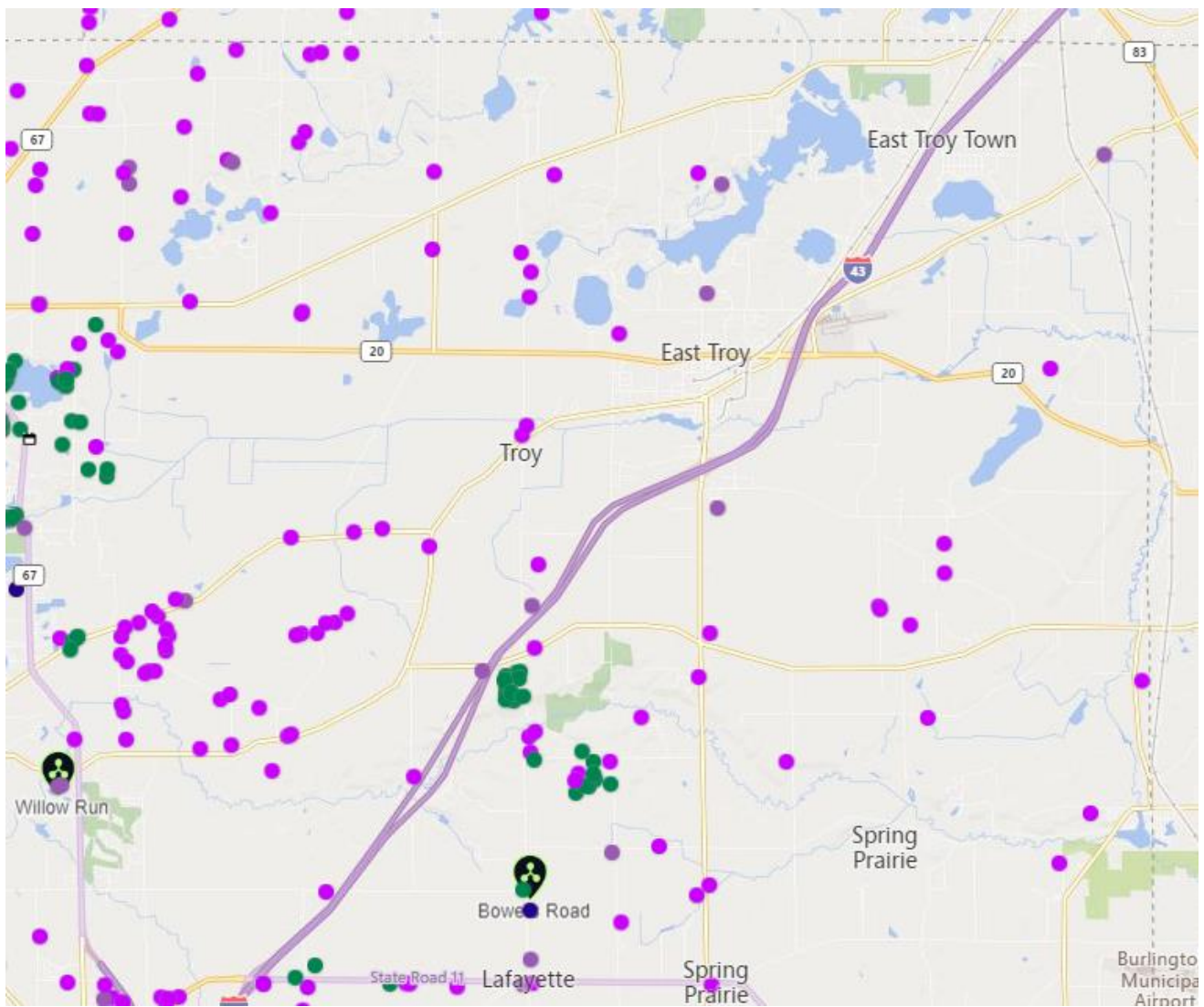
Project Map - Overview

Proposed Rural Elkhorn and East Troy



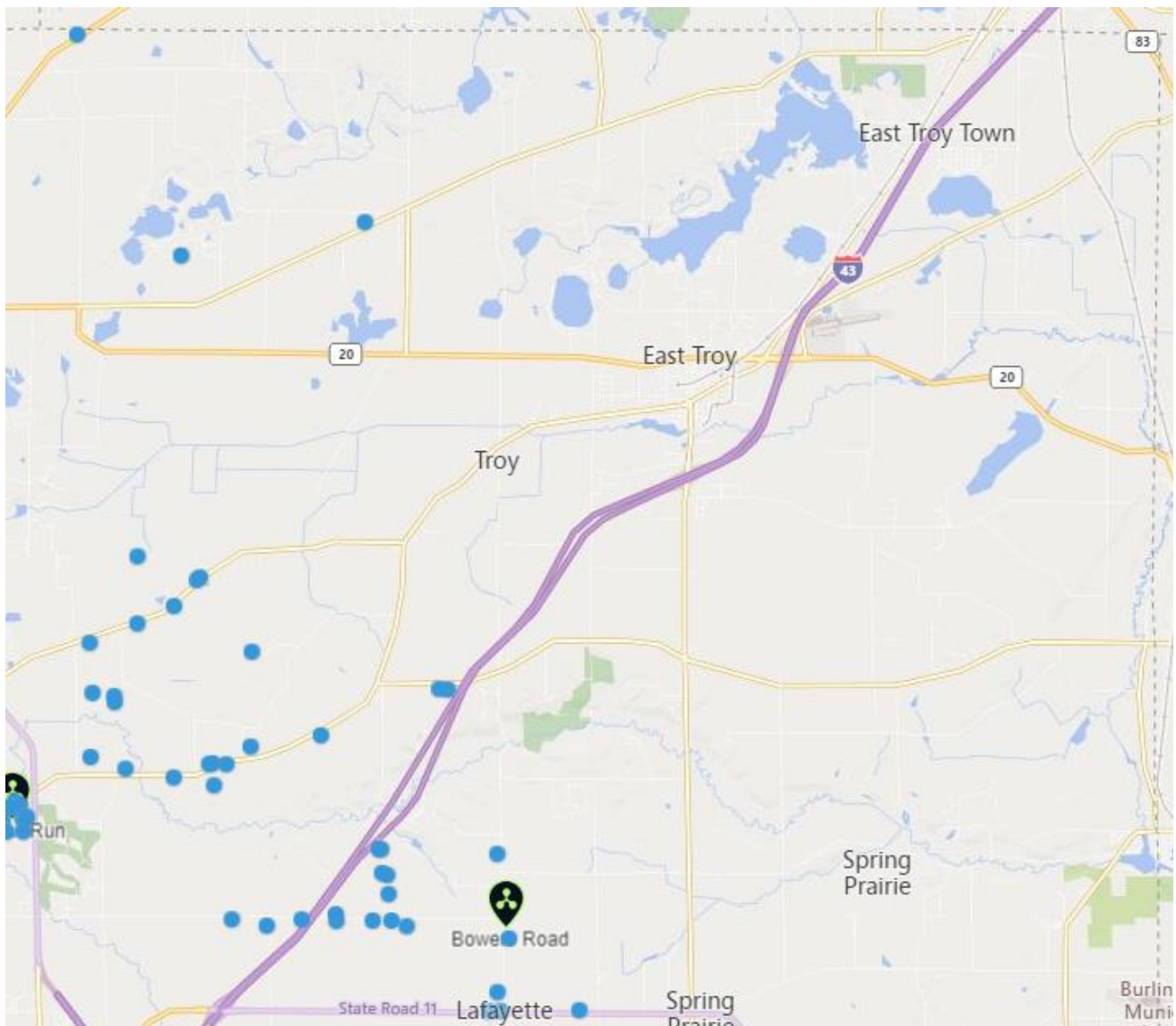
Current Leads

Each dot on this map represents a lead that has inquired about Edge Broadband service offerings but was not able to get a wireless signal or clear line of site. All of these would benefit from a fiber optic service option.



Active Fixed Wireless Subscribers

Each blue dot on this map represents an active fixed wireless customer of Edge Broadband. These customers are struggling to receive speeds of 25M and 3M due to terrain and foliage issues, as well as other wireless service factors. As trees grow and more wireless signals enter into the area, some customers have been forced to cancel due to unreliable fixed wireless service. Edge Broadband expanding FTTP would ensure every home – regardless of location, terrain, or foliage – could receive fast, reliable broadband service.



Executive Summary

Whitewater Wideband LLC d/b/a Edge Broadband is a fixed wireless and FTTP internet and voice provider. Founded in 2013, Edge Broadband rapidly deployed Fixed Wireless technology to cover rural areas in Walworth, Jefferson, Rock, and Waukesha counties. Edge Broadband was one of the first providers to offer 10M/2M, and eventually 25M/3M, in many of these rural areas where no wireline or wireless services providers existed.

In early 2017, faced with challenges of terrain, foliage, and bandwidth capacity, Edge Broadband invested in their first out-of-pocket FTTP project in rural Elkhorn, Wisconsin with symmetrical speeds of up to 1,000Mbps for only \$84.35/m.

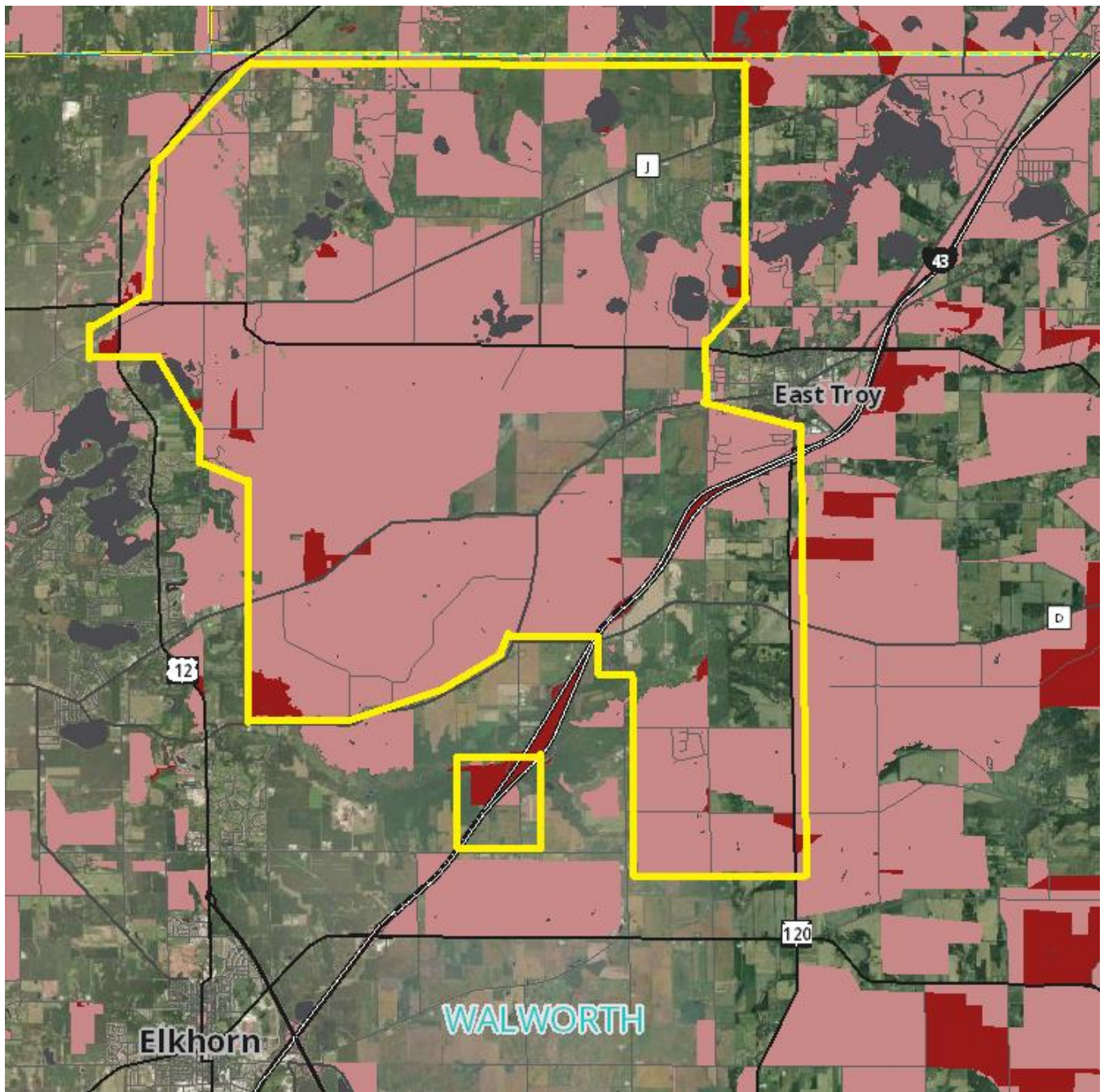
Edge Broadband has since participated in the past five Broadband Expansion Grant programs, winning each one (5-FB-2018, 5-FB-2019, 5-FB-20, 5-FB-2021, 5-FB-2022) for a total out-of-pocket investment of approximately \$1.5M, with a PSC match close to \$1.25M funding internet availability for 2,720 homes.

Additionally, Edge Broadband has invested its own funds in many other nonfunded projects. These include, but are not limited to, passing an additional 2,000 homes and 200 businesses in areas adjacent to prior grant winnings in Walworth County.

Edge Broadband has invested in the local community. The business employs more than 30 staff members, both directly and indirectly through various subcontractors and permanent employees. In 2022 Edge Broadband opened a new brick-and-mortar office and retail location to allow and encourage its customers to walk in and speak with staff face-to-face regarding any sales or service questions they may have. Being close to the customers they serve is a top priority for Edge Broadband.

Edge Broadband is applying for a FY2022 broadband Expansion Grant to extend an existing FTTP facilities to reach rural areas of the of northwest Elkhorn and southeast East Troy in Walworth County. This construction will cover 117 miles and provide high-speed FTTP internet service to approximately 1,451 homes and 150 businesses in underserved and unserved areas in the townships of LaGrange, LaFayette Troy and East Troy in Walworth County.

The estimated construction cost for this project is \$2,624,833. Edge Broadband is seeking a grant in the amount of \$1,413,372. Edge Broadband has existing fiber facilities adject to this project, therefore the cost per home, even for a rural area is fairly low at approximate \$2,500 per location passed. Additionally, Edge Broadband is not seeking any grant funds for individual installation costs to the home/business such as fiber drop cable, NID, ONU/ONT, or labor for direct burial and splicing. Those costs will be covered in-kind by Edge Broadband for each location which signs up for FTTP service.



-Proposed project

Funding from the PCS Broadband Expansion Grant, when combined with Edge Broadband's investment, will permit Edge Broadband to realize its goal and provide fiber optic service to underserved and unserved regions of Walworth County in a timely manner. In addition, over the coming years it will allow Edge Broadband to continue to expand their network even further beyond this project to more residences and businesses.

Edge Broadband's FTTP solution is currently installing GPON technology to provide gigabit broadband access, as well as Voice over IP service (VoIP). All service plans are no contract and unlimited usage.

Internet Service Plans

50Mbps/10Mbps - \$49.95/m
300Mbps/100Mbps - \$69.95/m
500Mbps/500Mbps - \$89.95/m
1000Mbps/1000Mbps - \$99/m

Voice Service Plan

Residential Phone - \$25/m

3.2 Mandatory application requirements

3.2.1 Applicant identification and contact information

- a. Whitewater Wideband LLC d/b/a Edge Broadband
10 W Evergreen Pkwy Suite 6
Elkhorn, WI 53121
- b. Public/Private Partnership established with Walworth County
- c. Edge Broadband is an approved provider and has Right-of-way agreements in place within the county and local townships for our fiber optic facilities.

3.2.2 Description of the project

- a. A map of the project is displayed on pages 5 and 6 of this application
- b. Portions of the project area do lie within a census block designated as served on the PSC Broadband Map. Fixed wireless providers claims to offer up to 50Mbps download speeds and upload speeds of 10Mbps in these rural areas. However, our own data and surveys tell us that many homes are not able to get those speeds, or any service at all. Of the participants in our surveys(data attached above), the average download speed was under the 10Mbps and 2Mbps limits defined being served.

- c. This project will pass 100% of the locations in the yellow boundary shown on the map, outside of the city limits of Elkhorn and East Troy.
 - 1451 homes will be served. 1167 currently underserved, 431 unserved
 - 150 business will be served. 94 currently underserved, 47 unserved.
 - Our service plans will range from an affordable 50Mbps/10Mbps for \$49.95, up to 1,000Mbps for 99/m. These are not promotional prices, and they will not increase after 12 or 24 months. Our XGSPON service will also offer speeds of 2,000Mbps and 5,000Mbps for \$149/m and \$199/m respectively.
- d. This is a last mile project. Edge Broadband will be extending existing fiber facilities adjacent to this project to reach every rural home and road in the area. There is no backhaul or middle mile to be built that would skip locations and not provide service. Every location Edge Broadband passes, will be serviceable, therefore this is a last mile project.
- e. Edge will use XGSPON gear to provide up to a symmetrical 5,000Mbps to the customer using a 1x32 split method. Edge can also sell dedicated lit services for 10Gbps, 40Gbps or 100Gbps to commercial or enterprise clients.
- f. Q3-Q4 2022 – Order Supplies, Engineering, and Contractor Agreements
 Q2-Q3 2023 - Construction begins
 Q3-Q4 2023 – Turn up 1st phase of plant, customers installed and online
 Q1-Q2 2024 – Construction continues, network lit up in 5 phases, customers coming online during construction as each phase reaches completion

3.2.3 Itemized Budget (all amounts should be rounded to the nearest dollar)

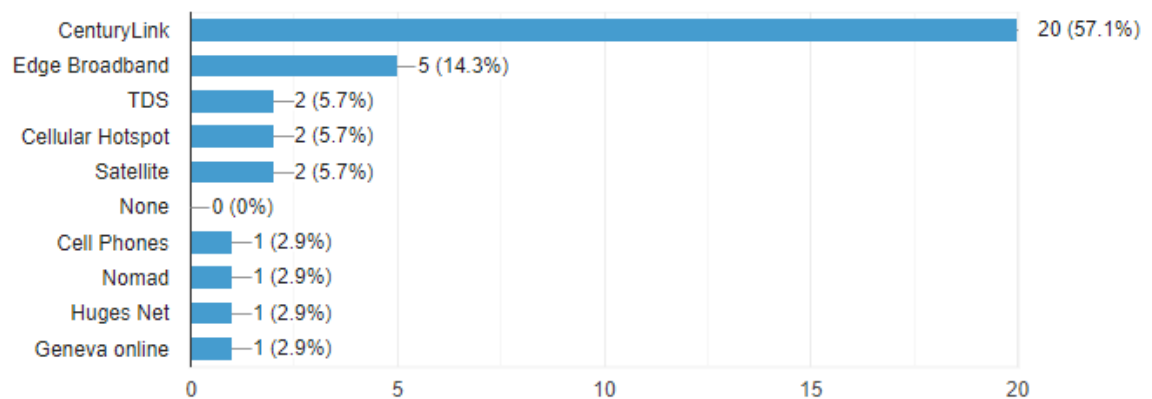
- a. **Contractual Expenses: \$3,202,094**
 - Contractor mainline construction, restoration, splicing (\$3,202,094)
- Supplies: \$836,111**
 - duct \$198,370
 - handholes/pedestals/grounding/marker posts \$197,457
 - fiber \$314,873
 - splice cases/splitters \$125,412
- b. This application will not subsidize any monthly expenses or leases.
- c. This application will solely cover the cost of construction of underground facilities and the supplies needed to do so. This is a last mile project connecting to existing fiber, no leasing of middle mile services is needed nor part of the funded project. Installation and testing of the individual service to each location is nonfunded and will be covered in-kind at the cost of Edge Broadband.

3.2.4 Priority factors supporting the application

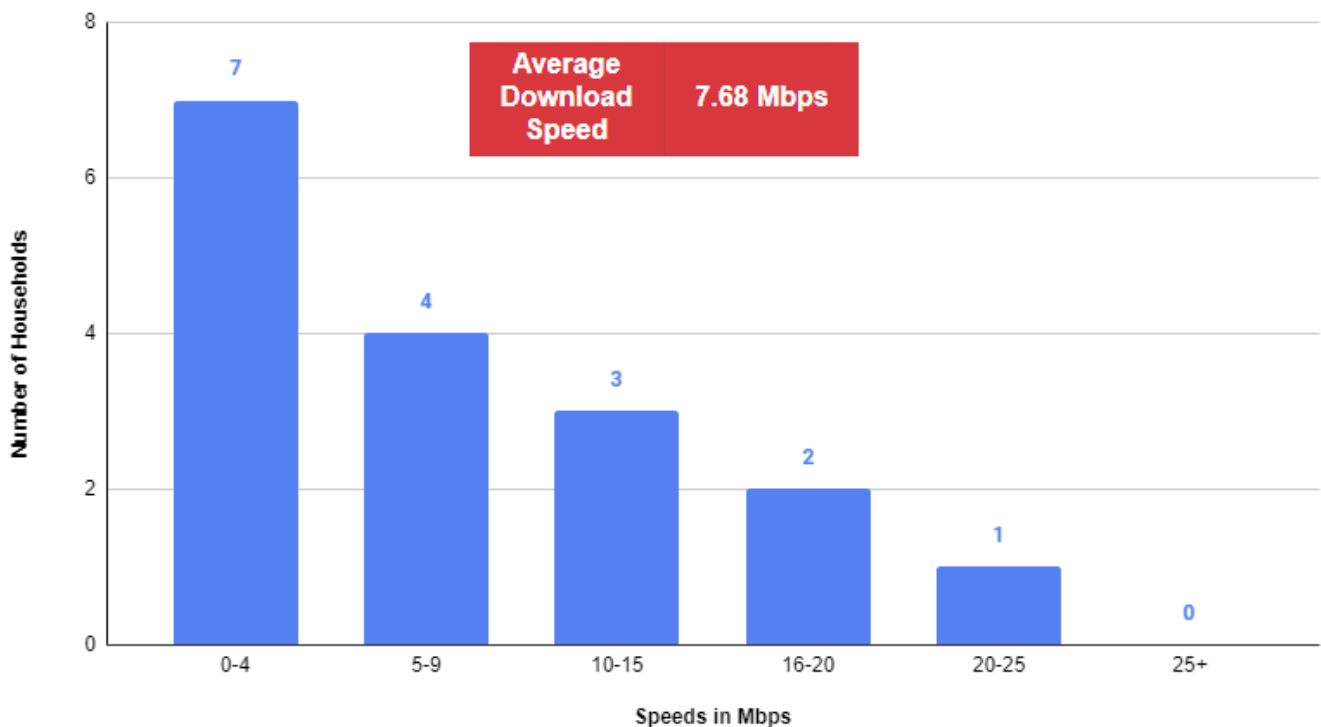
- a. **Matching funds.** Edge Broadband proposes a 65% match of funds for this application. Additionally, installation and testing of the service to customer that signup will be at the cost of Edge Broadband and is a nonfunded expense. Edge Broadband has many leads eagerly waiting for service.
- b. **Public-private partnerships.** Edge Broadband has entered a public/private partnership with Walworth County. Edge Broadband, Walworth County, and the local townships will work together on planning and construction to be prepared for future road and housing expansions.
- c. **Existing broadband service.** A list of the broadband service providers, if any, currently serving the area the applicant proposes to serve. In scoring this element, the following factors will be taken into account:
 - A survey was sent to leads and active Edge Broadband fixed wireless customers in the proposed project area.
 - 51% of the results stated they had CenturyLink as their broadband provider. CenturyLink 477 data states they provide up to 80Mbps small portions of their coverage area. They also offer 60Mbps, 25Mbps, 10Mbps, 7Mbps, 6Mbps and 5Mbps plans in the area.
 - Our survey data shows no locations that received over 25Mbps on a speedtest with CenturyLink.
 - The average download speed was below 10Mbps download and under 2Mbps upload.

Current Internet Provider

35 responses



Download Speeds



Of the participants that had fixed wireless or a wired connection, this was their reported speed tests results. Full survey data attached below.

- d. **Project impact.** Symmetrical speeds of 1,000Mbps will be available to all homes and businesses. Businesses are also eligible to purchase speeds up to 10,000Mbps. Within a year, we anticipate 55-70% take rate due to the fact we are a local company, with a local office, and offer plans for everyone's need. We offer an affordable plan of 50Mbps/10Mbps for only \$49/m, full 1,000Mbps plans for only \$99/m, and 5,000Mbps plans for \$199/m
We are also participating in the Affordable Connectivity Program which will provide a \$30 discount on any of our service plans.
- e. **Scalability.** We design our networks keeping reliability, cost, and growth in mind. We leave sufficient fiber strands left over to easily be able to connect more homes in the future, provide service to lots that are currently empty, or to business that wish to purchase dedicated service. We also design the network with a light level budget that would allow us a good upgrade path in the future to any newer PON technology that would allow us to offer faster service as needed.

- f. **Economic development.** The project area is primarily rural/residential, but many homeowners have stated there is a lack of service needed to for many at home services included but not limited to, working from home, remote school work, and telehealth.
- Remote work and learning, especially during a pandemic, will finally be achievable with fiber optic that has greater upload speeds and reduced latency compared to any other broadband service.
 - Homes with fiber services available, have seen anywhere from a 3% to 6% increase in property values.
- g. **Effect upon broadband service to adjacent areas.** Edge Broadbands expansion will not be exclusive or prevent any other provider from servicing this area. Edge Broadband has and will continue to expand beyond this project in the future. Any future grants or programs will only help our work go further and faster.

3.2.5 Other information supporting the application

- a. Edge Broadband is building a reputation for bringing fiber optic internet service where others have skipped over for years. We continue to build projects with funded and nonfunded projects.
- Edge Broadband has since participated in the past 5 Broadband Expansion Grant programs, winning each one (5-FB-2018, 5-FB-2019, 5-FB-20, 5-FB-2021, 5-FB-2022) for a total out-of-pocket investment of about \$1.5M with a PSC match close to \$1.25M passing 2,720 homes.
 - Additionally, Edge Broadband has invested its own funds in many other projects. These include, but are not limited to, passing an additional 2000 homes and 200 businesses in areas adjacent to prior grant winnings in Walworth County.
- b. This project will only overlap aging and outdate copper broadband that is not adequate for today's broadband needs.
- c. Edge Broadbands is on its 9th year in business and has grown service ever year. We strive to provide the best service around and our reviews, take rate, and low churn proves that. Between our cash flow, SBA loans, and private loans, we have the funds secured to tackle this project in the timeline stated.
- d. This is a last mile project.
- e. This is a last mile project.
- f. The residents of Walworth County are served by a number of health care systems, all of which utilize online platforms such as MyChart to communicate with patients

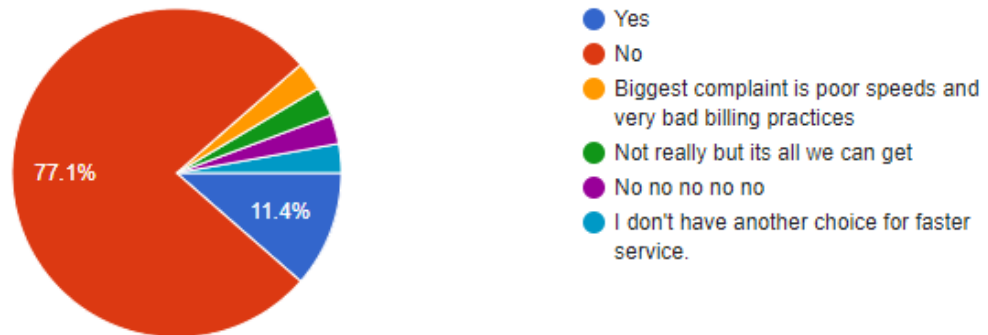
about test results, appointments, scheduled exams and tests, billing and for doctors and patients to message each other directly. It is a big part of the way medical care is delivered and access to reliable Internet service now is crucial to the health and wellness of the people of Walworth County.

- g. As everyone is well aware, the importance of the information provided below is magnified due to Covid 19. A significant student population lives in the agricultural and rural areas in Walworth County. Those students in K-12 would benefit by having the educational playing field leveled allowing them to complete their homework at home and upload their assignments. The ability to perform research is also a critical component.
- h. The local townships have welcomed our work in the area and promoted it.
 - They provide us 1 single person of contact which provides timely responses and help when needed.
 - The contribution of in-kind assistance to the grant project in the form of waived fees and expenses for obtaining use permits and permissions.
- i. Letters and messages in support of the application submitted by prospective customers, local government officials, and other interested persons are attached.
- j. Edge Broadband offers managed WiFi services which includes an app so the customer can manage their WiFi in their home easily.
 - We have a brick-and-mortar store for customers to come in if and when they need any support.
 - We use all forms of marketing, flyers, yard signs, email and social marketing to reach and communicate with our leads and customers.
 - We have a special page on our website regarding the FCC ACP program. We also post it on our social media pages, as well as bring it up to customers that we notice are struggling to pay their internet bill.

| Address | Current Internet Provider | What speeds are you paying for? | What speeds are you actually getting? You can run a speedtest at http://speedtest.net |
|-------------------------------------|---------------------------|----------------------------------|--|
| N6539 Peck Station Road | Cellular Hotspot | I'm not sure | Unsure |
| W3730 Scotch Bush Road | CenturyLink | 20 | 15-19 |
| W 4001 county rd. ES | CenturyLink | ? Fast | 3 |
| W3886 Scotch Heather Lane | CenturyLink | 10 megs | 1 meg |
| W2513 Whitmore Rd Elk | TDS | Not sure | 15.2 Download .90 Upload |
| W3161 County Road D, E | Edge Broadband | 20 Mbps download, 2 Mbps upload | 16 Mbps download, 2 Mbps upload |
| W5068 State Road 20 | Cellular Hotspot | 100mbps download 30 up | 40mbps download 11mbps upload |
| N8233 Pleasant Hill Lane | CenturyLink | 100mb | Not sure |
| W4093 Scotch Bush Rd | Cell Phones | no idea | 50 |
| W3910 Scotch Heather Lane | CenturyLink | 15 mbps | 6.3 mbps |
| W3952 County Rd ES, E | CenturyLink | 10/1 | 10/1 we getting approximately advertised speeds |
| W4515 County rd a elk | Satellite | 140 mbs/sec | 40mbs/sec |
| W4540 County Road A | TDS | 5 mbps | 2 |
| W5068 state rd 20 | Nomad | 50 | 46.8 |
| W2858 Kniep Rd Elkhorn, WI 53121 | Huges Net | 30 GB | Ping 817ms, Jitter 572, Download 42.1mbps, Upload 1.36 mbps |
| N6840 Hodges Road | Edge Broadband | 5mb | 5mb |
| N6732 Peck Station Road | Satellite | 100 download, upload 3 | We are lucky to get our email working consistently, access to internet is sporadic |
| W4956 Oakwood Dr. East | CenturyLink | 20 mg | Not sure |
| 4943 Oakwood Drive | CenturyLink | 25 | 0-6 |
| W4943 Oakwood Drive | CenturyLink | 25 | 0-5 |
| N6181 Bowers Rd Elkhorn | Edge Broadband | Unknown | Unknown |
| N8414 Pleasant Lake Road | CenturyLink | \$50/month | 10 |
| W2988 Lafayette lane Elm | CenturyLink | 8mb | 3mbps |
| N7698 County Hwy H, Elm | Edge Broadband | 100M | not avail |
| N6974 peck station road | Geneva online | High speed | 8Mbps |
| W4955 Oakwood Dr | CenturyLink | slow | slow |
| W2920 Lafayette Lane. E | CenturyLink | 20 mb | 7 mb |
| W4126 County Rd ES Elm | Edge Broadband | Very basic line of sight service | Very slow |
| N6370 Woodridge Dr, Elm | CenturyLink | up to 25 | 20 |
| W4420 County Rd A Elk | CenturyLink | 1-2 mbps | Depends. Sometimes less |
| N6401 Longmeadow Dr. | CenturyLink | Centurylink high speed | Unable to perform at this time (not fast enough) |
| N8161 Upper Oakwood Lane | CenturyLink | 10 mbps | 6 mbps |
| W 4985 Oakwood dr East | CenturyLink | 15mbps | 8-10mbps |
| N7769 Paddock Ln, Elkhorn | CenturyLink | Too slow for work demands | Too slow for work demands |
| W2934 LaFayette Lane | CenturyLink | 20MB | 20MB is the fastest I can get. Just terrible |

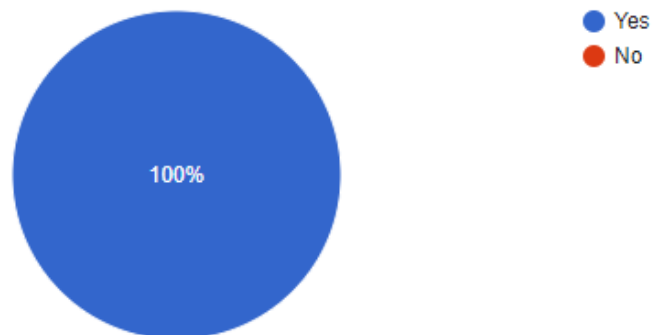
Are you satisfied with your current Internet Provider?

35 responses



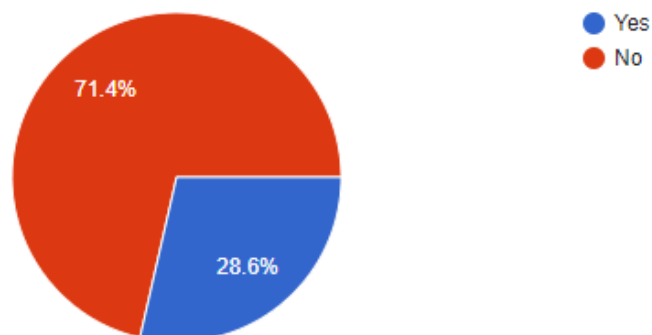
Are you interested in Fiber Optic Internet Services?

35 responses



Are you interested in phone/Voice (VoIP) service?

35 responses





March 16, 2022

Public Service Commission of Wisconsin
4822 Madison Yards Way
PO Box 7854
Madison, WI 53707-7854

Administration

Transmitted via E-Mail

Re: Wisconsin Broadband Expansion Grant

Mark W. Luberda
County Administrator

Dear Public Service Commission of Wisconsin,

Jenny Quill
Office Supervisor –
Administration &
Communications
Coordinator

I would like to express my full support of the Wisconsin Broadband Expansion Grant application for Edge Broadband. Edge Broadbands' broadband plan for portions of rural Walworth County would address the lack of adequate broadband Internet access and connectivity in the areas. Due to Edge Broadbands' long and successful history of providing state-of-the-art broadband service at modern speeds within our county and neighboring counties and their strong reputation for customer service and community commitment, I am confident in their capability to enhance broadband service for the residents of rural Walworth County.

Emily Krabbenhoft
Administrative Assistant

As an underserved area with limited modern Internet services, residents of rural Walworth County are faced with many challenges, such as limited medical resources and distance barriers between patients, physicians, and facilities. Because of the rural nature of the area, students do not receive equitable broadband resources as compared to those in more urban areas. Rural students may lack the opportunity for research, distance learning, video, and other tools that advanced broadband can deliver.

Stephanie Rodgers
Administrative Assistant

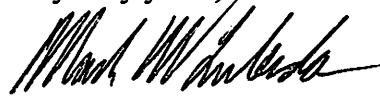
With funding assistance from the Wisconsin Broadband Expansion Grant program, Edge Broadbands' proposed expansion will enable the residents of rural Walworth County to overcome geographical distances, empower them through information, and bring the world to their fingertips. Additionally, I feel strongly that this project will enable greater collaboration and teamwork between community service centers, public safety offices, county offices, and municipal offices.

I respectfully ask you to consider Edge Broadbands' proposal for their fiber project in rural Walworth County. It is extremely important that state

100 W. Walworth
P.O. Box 1001
Elkhorn, WI 53121
262.741.4357 Tel
262.741.4390 Fax

broadband grant funding be obtained to provide much needed broadband service to this area.

Very truly yours,

A handwritten signature in black ink, appearing to read "Mark W. Lubberda", written in a cursive style.

Mark W. Lubberda
County Administrator

MWL/sr

TOWN OF EAST TROY

N9330 Stewart School Road • P.O. Box 872
East Troy, Wisconsin 53120
Telephone (262) 642-5386
Fax (262) 642-9701
Website: TownofEastTroy.com

March 15, 2022

Edge Broadband
Elkhorn Wisconsin

Attention: Mr. Brian Madl
President & CEO

Dear Brian,

The Town Board met last night and discussed your request for a letter of support to expand Broadband into underserved and unserved portions of the Town of East Troy. The Town has agreed to lending their full support for this valuable Project.

Sincerely,

A handwritten signature in blue ink that reads "Joseph S. Klarkowski". The signature is fluid and cursive, with the first name "Joseph" and last name "Klarkowski" clearly legible.

Joseph S. Klarkowski, PLS
Town Chairman

C: Town Board, Clerk, Attorney
All via Email

TOWN OF LAFAYETTE

Office of the Clerk-Treasurer
N5573 Bowers Rd
Elkhorn WI 53121-4165
262-723-4321
townoflafayette@gmail.com

MEMO

March 10, 2022

TO: Brian Madl, President and CEO of Edge Broadband
RE: Letter of Support for grant funding to expand Broadband access by Edge Broadband

Since Edge Broadband began providing service in the Town of LaFayette, both through satellite as well as more recently, fiber optic service in some areas, my life as a Clerk-Treasurer has been phenomenally better. I received all of the complaints, of which many were very unpleasant, over the years regarding poor internet service from other companies that provided some services. DSL was available for only small portions of the Town, but service was so poor that it often was down. A call to service would result in either them telling you that your service was great and it had to be your equipment, or simply that they could not help and they would try to sell you more product. As more and more residents rely on quality internet accessibility for their home-based businesses or working from home situations, education classes taught remotely, banking, emails, etc.; I received complaints exponentially increasing in numbers before Edge Broadband expanded into our town.

As a Town office, we must have reliable internet service for day-to-day operations, including connectivity to many other government departments for reporting, receiving funding, sharing documents, etc. Running elections before Edge Broadband was a nightmare as local municipalities no longer run independently, but *must* connect to State servers. At our office, we use their satellite service now because they haven't expanded fiber optic this far, but service has been top notch. I personally have Edge fiber optic service at my home and will never have the need to complain myself.

Edge Broadband is a company that takes care of their customers. We heard about them when they started in a neighboring community; their reputation was the internet was great and service was fantastic. When they have an issue either with equipment or for issues beyond their control (outside of their service), they notify people through social media and generally, it's a short downtime. I don't think the Town has received one complaint regarding Edge Broadband or their crew for service or installation since they began installation here.

There are still areas in our Town where there is little choice, if any, for internet service. I will refer someone to a website or another source, but they said they only check email when they can get to the library as service that Edge has not been able to reach yet, is non-existent. And without service, they cannot bank online, pay bills online, nor do one of the other million things we take for granted everyday where we have good internet access. I've even had residents tell me they can't sell their homes without reliable internet access and that becomes a real issue for those that need to sell for aging and/or financial reasons.

As a Town, we stand behind this company for their integrity and we hope you will allow them grant funding so they can continue to grow and provide the best service available in this area to our Town and/or other local municipalities. Please feel free to reach out if you need more information.

Respectfully,

Barbara A Fischer, WCMC
Clerk-Treasurer

March 17, 2022

To whom it may concern:

Re: Fiber Optic Internet Service in Rural Walworth County

As a resident in rural Walworth County we currently have limited options for internet service. We live just past the 43 overpass and many internet and cable service providers stop laying fiber at the bridge limiting our options. Centurylink is the only company that has lines running to our house but they offer 2mbps download speeds which is not at all sufficient to support our needs.

I am a remote employee who is required to have certain internet speeds to be eligible to work from home. With increased video meetings and the significant amount of data I share I need higher speeds and very reliable internet to effectively do my job.

We also have a number of farm animals and as part of ensuring they are safe and well cared for we have wireless cameras set up to check on them. Often there is not enough bandwidth for us to be able to check on our herd to ensure we are providing the best care possible.

Providing fiber to our location would be very beneficial to our family as well as our neighbors who operate a business.

Thank you for your consideration,

A handwritten signature in black ink that reads "Ashley Johnson". The signature is written in a cursive, flowing style.

Ashley Johnson

Homeowner
W3161 County Road D
Elkhorn, WI 53121

Broadband Survey - Rural Elkhorn and East Troy area in Walworth County

Bill Weimer <billweimer@gmail.com>

Thu, Mar 17, 2022 at 11:11 AM

To: Brian Madl <brian@edgebroadband.com>

Hi Brian,

Replying since the form isn't letting me input in a number of fields.

Our current landline solution provided at [W3031 Lafayette Lane, Elkhorn WI 53121](#) is provided by Centurylink. It offers up to 7Mbps down / 386k up. I abandoned this 4 years ago when I needed more speed for work. It still runs 70\$ or so if I recall correctly. Since then, I have tried a number of various 4g / 5g solutions ranging anywhere from 50\$ / mth all the way up to 120\$ / mth. Those have gotten better, but still do not provide the reliability necessary for work from home.

Our subdivision has ~20 homes in it and as of 2 years ago, we were all in for expanding the infrastructure, which I believe Edge broadband has on file.

As it stands, our current hardline internet offering does not support even basic internet needs. Work from home and cable cutting are the primary reasons I would personally like to see increased speeds, the former obviously more important. Additionally, mobile devices create a lot of data, and cloud sync currently will prevent the internet from working when doing things like, uploading content to iCloud or Google Drive. While 4g / 5g offers better speed, reliability is sacrificed.

Thank you for this request. I hope it helps.

Bill

[Quoted text hidden]

We are interested in what you're service can offer us.

Jim Grunseth <jim.grunseth@cru.org>
To: brian@edgebroadband.com

Thu, Mar 17, 2022 at 1:37 PM

Hi Brian,

We are interested in what you're service can offer us.

We have Centurylink. We've been at 10 mbs for years. With 1 mb upload.

Jim Grunseth, Cru

<http://www.marriageanchors.com> all free!

<https://give.cru.org/0139150>

Motto: Respect, Honor, Kindness

Mission: To help marriages, families, individuals, and local churches around the world find lasting hope and a future in the Lord Jesus Christ.